C1750-1
4/28/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 27

KATZ
COMMUNICATIONS INC
People Make The Difference

Katz. The best.

BETHESDA MD 20814
20814SRI AT8501 ZMZ
SRI ACQ
CONGRESSVL INFO SRV **SAMPLE
4520 EAST-WEST HWY

56th Year 1987
Concrete sets around fairness

Vol. 112 No. 17

Broadcasting Apr 27

BROADCASTING's exclusive network revenue figures
Senate passes fairness bill
Reaction to FCC's indecency decision

BY THE NUMBERS □ BROADCASTING's exclusive tally of how much the three broadcast networks made, or lost, in 1986. **PAGE 31.**

FAIRNESS FAST TRACK □ Senate votes 59 to 31 to approve fairness doctrine legislation. **PAGE 32.**

NEXT STEP □ Radio programers most effected by the FCC's indecency decision express confusion over what is specifically off limits under new order. Intensity of the reaction from television, cable industries, First Amendment lawyers and Capitol Hill is mixed. **PAGE 34.**

IN THE NETWORK COOP □ Fox Broadcasting well on its way to taking Emmy award ceremony television rights away from the networks. **PAGE 37.**

TAKING AIM □ BROADCASTING examines the role of Reed Irvine, who, as head of Accuracy in Media, has sought to hold journalists to a greater degree of accountability. **PAGE 40.**

NPR CONFAB □ Representative John Dingell (D-Mich.), NBC News President Larry Grossman to speak at National Public Radio convention. **PAGE 46.**

TWO STRAIGHT □ NBC wins its second consecutive prime time season, taking 27 out of 30 weeks. **PAGE 54.**

ADDING UP □ Viacom nears $200-million sales mark for *Cosby* in syndication. **PAGE 58.**

BUD NIPPING □ Stations are concerned that promotional consideration announcements may be getting out of hand. **PAGE 56.**

TOPS IN PEABODY'S □ CBS News leads list of George Foster Peabody award winners. **PAGE 70.**

GAME PLAN □ Comsat's Bruce Crockett says World Systems Division of company will pursue greater competitiveness in world market. **PAGE 80.**

FIRST NUMBERS □ Fiscal results for Capcities/ABC in first quarter show slight increase over year earlier. **PAGE 86.**

BOSTON BOUND □ FCC Commissioner Patricia Diaz Dennis to headline Broadcast Financial Management Association meeting this week in Boston. **PAGE 86.**

FIRST TIMER □ New FCC Chairman Dennis Patrick gets warm reception before Senate oversight subcommittee. **PAGE 93.**

ERIE DECISION □ Cable finds little to cheer about in district court decision concerning First Amendment. **PAGE 95.**

THUMBS DOWN □ Broadcasters near universal in their disdain for FCC's proposed call letter regulation changes. **PAGE 97.**

CIRCUITOUS ROUTE □ Rafe Engle went behind the mike and before the bar on his way to the top of Selkirk. **PAGE 119.**

INDEX TO DEPARTMENTS

Business 80	**Editorials** 122	**Journalism** 70	**Riding Gain** 78
Business Briefly 14	**Fates & Fortunes** 115	**Law & Regulation** 93	**Signing On** 79
Cablecastings 8	**Fifth Estater** 119	**The Media** 40	**Stock Index** 82
Changing Hands 92	**For the Record** 104	**Monday Memo** 22	**Syndication Marketplace** ... 60
Closed Circuit 7	**In Brief** 120	**Open Mike** 26	**Telecastings** 91
Datebook 24	**In Sync** 74	**Programing** 54	

INDEX TO ADVERTISERS: Allstate Insurance Co. 18 □ American Railroads, Assn. of 81 □ Americom 4 □ Baruch Television Group 83 □ Blackburn & Co., Inc. 92 □ □ BMI 77 □ Broadcast Investment Analysts, Inc. 91 □ CBS RadioRadio 28 □ Chapman Associates 105 □ Classified Ads 107-114 □ Colex Enterprises 25 □ Columbia/Embassy Television 9, 11, 12-13, 39, 41, 43, 45, 47 □ ComCapital Group 96 □ Continental Electronics 78 □ Cooper, Erving, Savage, Whalen, Nolan & Heller 106 □ R.C. Crisler & Co. 97 □ Walt Disney World Resort 16-17 □ Firstmark Financial 100 □ Norman Fischer & Associates, Inc. 98 □ Gammon & Ninowski Media Investments, Inc. 104 □ Group W Productions 65 □ Harris Corp. 62-63 □ Hearst Corp. 20-21 □ The Ted Hepburn Co. 93 □ Hillier, Newmark, Wechsler & Howard 30 □ Insurance Information Institute 48-49 □ ITC Entertainment 67 □ Kalil & Co., Inc. 95 □ Katz Communications, Inc. Front Cover □ KHJ-TV 27 □ Legacy Broadcasting, Inc. 23 □ Lorimar 51, 53, 55, 57, 59, 61 □ Manufacturers Hanover Second Cover □ McMarketing Services, Inc. 79 □ George Moore & Associates, Inc. 101 □ Multimedia Entertainment 69 □ NewCity Communications 84 □ George Foster Peabody Broadcasting Awards Third Cover □ Professional Cards 103 □ Robert W. Rounsaville & Associates 94 □ Sandler Capital Management 99 □ Scripps-Howard Foundation 73 □ Seltel 6 □ Services Directory 102 □ SONY Professional Tape 29 □ SRDS 85 □ Szabo 86 □ D.L. Taffner Syndication Sales 19 □ Transtar 3 □ 20th Century Fox Television 15 □ USA Network 75 □ Ward-Beck Systems Ltd. Fourth Cover □ WNWK-FM 14 □ WTTO-TV 71

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications, 1705 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually, *Broadcasting* □ *Cablecasting Yearbook* $105, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1705 DeSales St., N.W. Washington, D.C. 20036

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 27

Vol. 112 No. 17

TOP OF THE WEEK

CCB/ABC

	Revenue	% chg	Operating Profit	% chg
TV network	$2,084,000,000	-4	$84,000,000	-20
Owned TV's	651,000,000	11	301,500,000	21
Radio networks	144,000,000	7	20,000,000	34
Radio stations	120,600,000	1	43,000,000	30
Broadcasting subtotal	2,999,400,000	-0.5	448,000,000	11
Video Enterprises	154,000,000	42	27,000,000	NM
Total broadcast group	3,153,600,000	1	475,500,000	22

NBC

	Revenue	% chg	Operating Profit	% chg
TV network	$2,518,000,000	15	$261,800,000	29
Owned TV's*	467,700,000	17	167,000,000	20
Radio networks	44,000,000	-1	(8,000,000)	NM
Radio stations	58,000,000	-11	2,000,000	-70
Total broadcasting group	3,087,700,000	15	422,800,000	22

CBS

	Revenue	% chg	Operating Profit	% chg
TV network	$2,270,000,000	-0.4	$80,000,000	-65
Owned TV's	355,200,000	15	140,000,000	30
Radio networks	52,000,000	16	9,000,000	80
Radio stations	140,000,000	9	21,000,000	33
Total broadcasting group	2,817,200,000	2	250,000,000	-31

Sources used to arrive at estimates include Broadcast Advertisers Reports; the Radio Network Association; Brown Brothers Harriman; Mabon, Nugent & Co. and other financial and industry sources. Estimates are BROADCASTING's and are not intended to be actual results. Three-network net sales total of $6.68 billion previously reported by Broadcast Financial Management Association is less than above total in part because of different assumptions. BFM number, for instance, does not include international sales. Prior year figures on which estimated changes are based were adjusted for major acquisitions and divestitures. Amortization charges (see story) have been allocated to divisions. In 1985 Capital Cities/ABC Video Enterprises (primarily ESPN, but including international sales and part ownership of cable channels, Lifetime and Arts & Entertainment) is believed to have lost roughly $15 million. NBC radio networks lost several million dollars in 1985. * Includes KCNC(TV) Denver, owned directly by NBC's parent company General Electric. NM - Not Meaningful.

BROADCASTING'S EXCLUSIVE "BIG THREE" FINANCIAL BREAKDOWN

Capcities leads the way

It takes just over $2 billion to run a television network. And if one pulls in $2.5 billion in advertising, as NBC did in 1986, it can keep a lot of money. If revenue barely outweighs costs, as was the case for ABC and CBS, the rent is barely covered.

That and more are evident in BROADCASTING's second annual analysis of the broadcast groups at Capital Cities/ABC, CBS and NBC, compiled with the help of various industry associations, security analysts and other industry sources (see footnotes in chart above). The $2.2-billion rough break-even number is at least 5%, and possibly 10%, higher than what the television networks required the previous year. That the cost increases should have been as high in the face of a headline-making slowdown in advertising probably affirms the analogy of a television network to a battleship—it takes a while to turn either around.

Moving much better in 1986 alongside the networks were the owned TV stations. Television profit that had the year before come 60% from the networks and 40% from the owned TV stations flip-flopped in 1986, with an enlarged group of TV stations bringing in roughly $600 million profit while the networks brought in just $400 million. In radio, the correlation was reversed, with radio networks outperforming the stations.

The profitable performance at all three broadcast groups' owned TV stations came primarily from local advertising growth on one side and cost-cutting on the other, with NBC's stations getting added help from their network. As has historically been the case, the station groups reported operating margins more than double the margin of the most profitable network, which explains why broadcast groups want to buy additional television stations.

The new stations and new management brought to the owned TV group at Capital Cities/ABC accounted for a significant jump in operating profit, from roughly 28% in 1985 to 46% last year. That sizable station operation was the reason the broadcast group at Capital Cities/ABC was able to outperform NBC both in total profits ($475 million versus $422 million) and operating margin (15.1% versus 13.7%). But in 1987 the balance of profit will likely continue to move toward NBC.

Estimates contained in the accompanying chart were made with the help of a variety of sources, few of which count dollars the same way. Last year also saw accounting changes when new ownerships took over at two of the three broadcast groups.

The importance of accounting counted most last year at Capital Cities/ABC. By some definitions, the ABC television network lost money in 1986, and it was only due to cost cutting done with a pen, writing down the value (and with it, the reported cost) of the network's programing, that the network was able to report its $80-million operating profit.

On the other hand, some observers would not have counted as a meaningful expense, at either ABC or NBC, the annual recording of a portion of those groups' recent purchase price. Much of the latter cost, especially that called "the amortization of intangibles," would most negatively affect the networks and is not related to any ongoing expenditure of money.

Factoring out such positive and negative adjustments brings ABC much closer to the $2.2-billion break-even number. It also makes the combined operating profits of the three broadcast groups roughly $1 billion, about the same as they reported the previous year. But the revenue required to create that profit is higher and the operating margins of the industry's leaders, lower. □

NBC wins 27 of 30 in prime time final stats

It overpowers the competition with a 17.8/28 while CBS posts a 15.8/25 and ABC a 14.1/22

With the final Nielsen numbers in hand, television network researchers made final pronouncements on a prime time season in which NBC-TV easily took its second ratings victory in as many years and CBS-TV and ABC-TV slid to historical lows. With 27 weekly wins during the broadcast year just ended (Sept. 22-April 19), NBC triumphed easily with a 17.8 rating and a 28 share, up 0.2 rating points (1%) and one share point (4%) from last year.

CBS finished with a 15.8/25, down 5% from its 16.7 rating last year, and 4% from a 26 share last year. CBS had three weekly wins during the regular season. ABC was again in third place with a 14.1 rating (down 5% from a 14.9 last year), and a 22 share (down 5% from a 23). The average rating/share figures for this season's prime time shows appears below.

The finish for ABC represented the lowest rating for any network in "modern network television history," defined as being since the networks had extensive affiliate lineups—in the early 1960's—according to researchers from CBS and NBC. Nielsen began keeping track of network ratings on a national basis in 1950. During the 1956-57 season ABC had a 14 rating.

CBS's finish was the lowest in its history, a status that CBS vice president of research, David Poltrack, attributed to the long prime time dominance of that network.

CBS claimed that NBC finished with a 17.7/28, instead of a 17.8/28 this year if the overrun of fall football ratings on NBC were deducted from Sunday prime time numbers on the West Coast.

In its ratings roundup, CBS pointed to the importance of repairing the 8-9 time period across the board on its schedule. CBS research showed that at 8-9 Monday-Saturday, and 7-8 on Sunday, NBC had an 18.5 rating for the season, compared to a 14.2 for CBS and a 13.4 for ABC. At 9-11, NBC had a 17.4, compared to a 16.6 for CBS and a 14.4 for ABC. "The challenge for CBS" in the coming season, said Poltrack, is 8-9 p.m.

Poltrack also suggested that CBS may begin to regroup next season by attempting to win over the younger demographic skew that NBC captured when it began its resurgence a year ago, saying that NBC seemed to be moving away from that audience through recent programing additions.

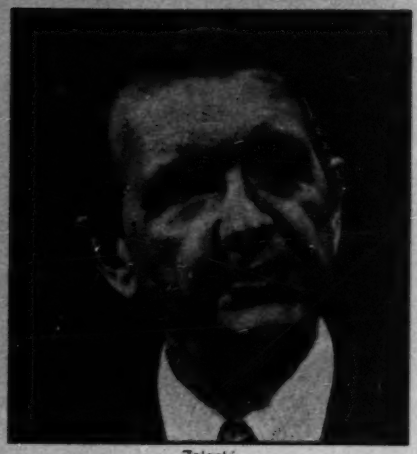
NBC Entertainment President Brandon Tartikoff refuted the suggestion that NBC's audiences were getting older. He said schedule additions such as *Matlock* represented counterprograming to skew towards the available older demographics in time periods dominated by the other networks. Tartikoff said that NBC had not given up on its younger audience, and as proof mentioned that next season's schedule will include a half-hour comedy called *Mama's Boy*; an updated version of the theatrical movie, "Marty," starring Bruce Weitz (*Hill Street Blues*) and Nancy Walker; *Beverly Hills Buntz*, a half-hour comedy/drama in which Dennis Franz of *Hill Street Blues* will reprise his role of Norman Buntz; a one-hour series based on the mini-series, *A Year in the Life*, and aimed at *L.A. Law-St.Elsewhere* audiences; the Lisa Bonet spin-off of *The Cosby Show*; a one-hour 1940-50's "homage to the private detective" set on Sunset Strip, and *Highwayman*, about a lawman with a high-tech truck/helicopter, produced by Glen Larson, and representing another of Tartikoff's attempts (*ALF*, *Misfits of Science*) at a hi-tech offbeat series.

Tartikoff also said that NBC is looking at dropping one of its movie nights and putting in another night of regular series programing, a move that would help the network attract the best producers by giving them a place to run their shows. In the short term such a decision could mean $10 million-$12 million in additional programing expenses, but in the long-term it could mean reaping $30 million-$40 million more in profits. Those thoughts came despite NBC's taking Monday night away from CBS this year, thanks to the performance of the 17th-ranked *NBC Monday Night Movie* (18.6/28).

As previously reported, however (BROADCASTING, April 20), the biggest sto-

The prime time show rankings for '86-'87

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	34.9/53
2.	Family Ties	NBC	32.7/49
3.	Cheers	NBC	27.2/41
4.	Murder, She Wrote	CBS	25.4/37
5.	Golden Girls	NBC	24.5/41
6.	60 Minutes	CBS	23.3/37
7.	Night Court	NBC	23.2/35
8.	Growing Pains	ABC	22.7/33
9.	Moonlighting	ABC	22.4/34
10.	Who's the Boss?	ABC	22.0/33
11.	Dallas	CBS	21.3/34
12.	Newhart	CBS	19.5/28
13.	Amen	NBC	19.4/33
14.	227	NBC	18.9/32
15.	Matlock	NBC	18.6/28
16.	Sunday Night Movie	CBS	18.6/29
17.	Monday Night Movie	NBC	18.6/28
18.	Monday Night Football	ABC	18.4/30
19.	Kate & Allie	CBS	18.3/27
20.	Sunday Night Movie	NBC	18.2/28
21.	L.A. Law	NBC	17.4/29
22.	My Sister Sam	CBS	17.4/25
23.	Falcon Crest	CBS	17.3/30
24.	Highway to Heaven	NBC	17.2/27
25.	Dynasty	ABC	17.2/26
26.	Knots Landing	CBS	16.8/27
27.	Miami Vice	NBC	16.8/27
28.	ALF	NBC	16.5/24
29.	Hunter	NBC	16.5/30
30.	Head of the Class	ABC	16.4/26
31.	Facts of Life	NBC	16.3/29
32.	Cavanaughs	CBS	16.2/24
33.	Designing Women	CBS	16.1/24
34.	Magnum, P.I.	CBS	16.1/25
35.	Perfect Strangers	ABC	15.7/25
36.	Equalizer	CBS	15.4/26
37.	Cagney & Lacey	CBS	15.1/24
38.	Hotel	ABC	14.9/26
39.	Sunday Night Movie	ABC	14.8/23
40.	Valerie	NBC	14.8/22
41.	Scarecrow & Mrs. King	CBS	14.6/24
42.	Hill Street Blues	NBC	14.6/24
43.	Tuesday Night Movie	CBS	14.6/23
44.	Tortellis	NBC	14.6/22
45.	MacGyver	ABC	14.6/22
46.	Gimme a Break	NBC	14.3/22
47.	20/20	ABC	14.1/24
48.	Easy Street	NBC	14.1/21
49.	Monday Night Movie	ABC	14.0/22
50.	Webster	ABC	13.8/23
51.	Mr. Belvedere	ABC	13.7/22
52.	Amazing Stories	NBC	13.5/21
53.	Stingray	NBC	13.5/23
54.	Outaws	CBS	13.4/23
55.	St. Elsewhere	NBC	13.4/23
56.	Simon & Simon	CBS	13.3/20
57.	Crime Story	NBC	13.1/22
58.	You Again	NBC	13.1/21
59.	Our House	NBC	12.9/20
60.	Jack & Mike	ABC	12.8/22
61.	A Team	NBC	12.8/21
62.	Disney Sunday Movie	ABC	12.8/19
63.	Kay O'Brien	CBS	12.7/22
64.	Colbys	ABC	11.9/18
65.	Mike Hammer	CBS	11.8/19
66.	Together We Stand/Nothing Is Easy	CBS	11.7/19
67.	Saturday Night Movie	CBS	11.2/19
68.	Spenser: For Hire	ABC	11.0/20
69.	Chara	ABC	10.9/18
70.	1988	NBC	10.5/18
71.	Sledge Hammer	ABC	10.5/17
72.	Wizard	CBS	10.4/16
73.	Downtown	CBS	10.3/18
74.	Sidekicks	ABC	10.2/17
75.	Starman	ABC	10.0/18
76.	Twilight Zone	CBS	9.7/17
77.	Friday Night Movie	ABC	9.1/16
78.	Life With Lucy	ABC	9.0/16
79.	Dads	ABC	8.7/14
80.	Gung Ho	ABC	8.5/13
81.	Ellen Burstyn	ABC	7.6/13
82.	Heart of the City	ABC	7.2/12
83.	Our World	ABC	6.5/10



Zaleski

pro forma for the marketing of the show included specifics on who would be handling the sales of the *Cosby* 30's, no announcement has been made. And with the prospect that the upfront selling season will start later than usual this year, Viacom does not seem to be in any hurry to name its sales agency. There is the possibility that sales will be handled in-house through the sales team that handle sales on its basic MTVN services. That sales team also handles the barter sales for the syndicated *MTV Top Twenty Countdown*.

Zaleski said Viacom plans on making presentations in every market in the country, but that it may not bid every market, depending on the number of stations.

Presentations were recently made in nine markets: Dayton, Ohio; Montgomery, Ala.; Charleston, S.C. (reserve price of $3,400);

Cosby

Syndication Marketplace

Somers and Lorimar's Dick Robertson

E.V. Di Massa, former producer of *The Mike Douglas Show*, *Thicke of the Night*, and the proposed talk show starring Tony Orlando that King World and Post-Newsweek tested on WDIV(TV) Detroit, has been hired to produce **Lorimar's** *ValueTelevision*. Di Massa replaces Susan Winston, producer of the show for first the 13 weeks who will move on to other production work for Lorimar. Meredith MacCrae will no longer be co-host of the show. Host Richard Simmons will have a celebrity female guest host each week, beginning with Beverly Garland of *Scarecrow and Mrs. King*. Lorimar also announced that Suzanne Somers will return to series television as star of the first-run sitcom, *Sudderly Sheriff*, debuting fall 1987, which now has been cleared in 87 markets covering 71% of country, including the NBC-owned stations, where it will be part of a first-run sitcom checkerboard. Somers has been away from television for six years.

In an innovative marketing move, **Syndicast Services** has combined its four two-hour specials and four one-hour specials into a special package for use on a weekly or monthly basis throughout the summer. The all-barter specials are being sold as a package because promoting them is easier, as well as the promotion of fall schedules, according to Syndicast President Bob Silberberg. Each hour in the package contains six minutes of barter time for stations and six minutes for Syndicast. The two hours are *The Mrs. America Contest*, hosted by Florence Henderson and featuring stars including Gladys Knight and the Pips; *The Fortieth Anniversary of C.A.R.E.*, hosted by William Shatner and featuring First Lady Nancy Reagan; *The Most Beautiful Showgirl in the World*, shot at clubs and showplaces around the world including "Follies Bergiere" in Paris, and *Gospelfest*, with major names in gospel music addressing the problem of illiteracy. (Syndicast will buy time on stations for *Gospelfest*, in conjunction with Uniworld). The one-hours are *The Victor Awards*, a sports awards show; *Sex Symbols 2*, a second look at beautiful women and men; *The World's Funniest Foul-Ups*, and an evergreen entertainment special hosted by Shirley MacLaine.

Silberberg also said that sales of *Slim Cooking*, the half-hour show hosted by Richard Simmons, will not be cancelled despite Simmons's new duties with Lorimar's *ValueTelevision*. He added that *D.C. Follies* is now cleared in 130 markets covering 86% of the country.

The network television division of **Paramount** has signed George Lucas's Industrial Light and Magic, Lucasfilm Ltd.'s special effects division, to film special effects sequences for the syndicated *Star Trek: The Next Generation*, to be syndicated by Paramount Domestic Television. ILM did the special effects in the last three *Star Trek* films produced by Paramount.

Group W Productions reports that it has cleared *Hour Magazine* on KOIN-TV Portland, Ore. Group W also reports that Paul Block will produce *The Wil Shriner Show*, the daily talk-show produced by Group W and Charles Colarusso, cleared in 73% of the country so far for a fall debut.

Columbia/Embassy Television reports clearing *Sanford & Son* on WHLT(TV) Hattiesburg-Laurel, Miss., and renewing the show on three more stations for its third cycle in syndication: WCSC-TV Charleston, S.C.; WLBT(TV) Jackson, Miss., and KTAL-TV Texarkana (Shreveport, La.). *Sanford & Son* is now cleared in 141 markets covering 89.7% of the country.

USTV reports that it has cleared *The AIDS Connection, An All-Night Dialogue* in 83 markets covering 70% of the country. The live, five-hour news special airing July 24 will include live, interactive remote segments from a dozen stations, with Hubbard Broadcasting's KSTP-TV Minneapolis as the broadcast's headquarters. The link-up of the stations will be through Hubbard's Conus system and USTV's own Ku-band system. Syndicast Services will sell the show's barter time. Thirty-seven stations in the lineup are Conus affiliates.

Select Media Communications has renewed *WHODUNIT?*, a package of 30-second sports question and answer programs for weekend viewing, for a third year. *WHODUNIT?* clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WLS-TV Chicago, KGO-TV San Francisco, WTAF-TV Philadelphia, WNEV-TV Boston, WXYZ-TV Detroit, WKYC-TV Cleveland, WRC-TV Washington and KTVT(TV) Dallas.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 12:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	16.5/212	98
2.	Jeopardy	13.0/208	99
3.	World Wrestling Fed.	10.1*/186	92
4.	People's Court	8.2/189	96
5.	New Newlywed Game	7.8/190	96
6.	Oprah Winfrey	7.7/158	96
7.	Entertainment Tonight	7.5*/150	92
8.	Star Search	6.1*/164	92
9.	Hee Haw	6.0/206	88
10.	Hollywood Squares	5.9/152	92
11.	Mama's Family	5.8*/155	88
12.	Married...With Children	5.2/106	80
12.	21 Jump Street	5.2/106	81
14.	Tales From the Dark Side	5.1*/144	89
15.	It's a Living	5.0*/143	86

*includes multiple airings

Yakima, Wash.; Medford, Ore.; Albuquerque, N.M. ($5,000); El Paso; Bangor, Me., and Portland, Me. □

Top producers see problems with sitcom saturation

Hollywood HRTS panelists also review formulas for success

The flood of network and first-run situation comedies in the television marketplace this year will lead to a reduction in the number of sitcoms on the air. The prediction came at a Hollywood Radio and Television Society luncheon last week in Beverly Hills, Calif., where the executive producers of four popular series—Steven Bochco, Barney Rosenzweig, Esther Shapiro and Paul Witt—discussed the secrets of television success.

Witt, an executive producer of NBC's *The Golden Girls*, said it is no secret that there are too many comedies on television. Asked if Hollywood can stand "50 to 60 well-made" comedies in a year, which is the case now, Witt replied, "No. I think five or six is a good year for comedy."

With producers clamoring for saleable sitcom pilot ideas, Witt said the demand for creators and staff writers is intense. "We no longer have the kind of staff we can count on year in and year out," he said. "We no longer have creators staying with shows. That is absolutely necessary for the success of most shows."

The situation will result in a decrease in the number of sitcoms, and once the fallout ends, "we'll settle somewhere in the middle," he added. "We'll return to a time when writers could be developed more slowly, could master their craft and will be content to stay with a show longer than a season or two." Witt did not say when the shakeout would occur.

In the hour drama area, Bochco, creator of *Hill Street Blues* and executive producer and co-creator of *L.A. Law*, said shows such as *Hill Street* should continue to be produced despite the huge deficits and soft syndication marketplace for the genre. The hour programs, he added, could be back in demand in "three or four years." *Hill Street* "is going to be a classic in syndication," he said. "It's going to be a staple...for many years to come."

And although prime time soaps have had trouble finding a market domestically, Shapiro, executive producer, co-author and creator of ABC's *Dynasty* and *The Colbys*, cited the potential of those programs in foreign markets. Estimating a worldwide audience of 100 million for *Dynasty*, Shapiro cited a report indicating the relaxation of controls over broadcasting abroad would create a need for 472,000 hours of imported programs by 1990. She indicated the demand for new product will offset the deficits and poor sales in this country.

But Rosenzweig, executive producer of *Cagney & Lacey*, which CBS recently renewed after expressing some initial doubt because of its lackluster ratings, said: "I think the deficit issue is going to become more and more critical." Part of the responsibility for the escalating price tags lies with producers, who he said could reduce costs by having less action and more character development. But Rosenzweig also blamed the networks and craft unions for the problems, saying that if the networks planned their schedules earlier it would allow the production community to resume a year-round rather than eight-month filming season. That, he said, would encourage the unions to stop demanding such high salaries since their workers would be guaranteed annual employment.

Despite the trouble the hour series produced by the panelists have experienced in syndication, each has received acclaim during its network run. The panelists attributed their success to good writing, good acting, luck and, in the case of *L.A. Law*, the move to a good time period. Shapiro also cited good timing, saying she and her co-creator husband, Richard, had "wanted to recreate a fantasy kind of family where people have power and could do anything. I think the fact that the Reagan years started at the same time as *Dynasty* did had a lot to do [with the show's success]." □

Broadcasting shore to ship

Company to transmit block of programs to cruise vessels

Who said narrowcasting was dead? Don't tell that to the folks at Shipboard Satellite Network, who are banking on what they see as a thirst for fresh programing by cruise ship passengers. The company has announced the signing of several licensing agreements for programs it intends to package and transmit to passenger ships at sea in

NBC closes prime time season with a victory

The final week of the season went to NBC with a 15.6 rating and a 27 share, according to Nielsen. This gave the network 27 wins out of the 30 weeks of the season. CBS closed out the season with a 13.2/23, while ABC pulled in a 12.1/21. Last year the final week of the season closed out as follows: CBS 16.3/27, ABC 14.0/23 and NBC 14.2/23.

NBC also won in the evening news race, scoring a 10.6/22 to edge out CBS's 10.4/21 and ABC's 9.7/19. Last year at the end of the season, the news numbers were: CBS 13.7/25, NBC 12.7/23 and ABC 12.2/22.

The HUT level (homes using television) stood at 58.0%, down from week 29's 61%, and down from last year's season-closer 60.6%%.

NBC won five nights, Tuesday through Saturday. ABC won Monday and CBS took Sunday.

Rank	Show	Rating/Markets	% coverage
1.	Family Ties	NBC	26.7/46
2.	Cosby Show	NBC	25.8/46
3.	Murder, She Wrote	CBS	21.2/38
4.	Cheers	NBC	20.9/36
5.	Growing Pains	ABC	20.7/32
6.	Golden Girls	NBC	19.8/37
7.	Sunday Night Movie	CBS	19.6/32
8.	Who's the Boss?	ABC	19.2/32
9.	Moonlighting	ABC	19.0/29
10.	Matlock	NBC	18.1/29
11.	Magnum, P.I.	CBS	17.8/27
12.	ALF	NBC	17.4/28
13.	Valerie	NBC	17.2/27
14.	Nothing in Common	NBC	17.0/29
14.	Bob Hope Special	NBC	17.0/27
16.	Monday Night Movie	ABC	16.8/27
17.	Jesus of Nazareth, pt. 4	NBC	16.7/27
17.	Newhart	CBS	16.7/26
19.	60 Minutes	CBS	16.3/35
20.	This is Your Life Special	NBC	16.1/27
21.	Jesus of Nazareth, pt. 3	NBC	15.8/25
22.	Me & Mrs. C	NBC	15.7/29
23.	Jesus of Nazareth, pt. 2	NBC	15.6/25
24.	Designing Women	CBS	15.4/24
25.	Perfect Strangers	ABC	14.8/26
25.	Houston Knights	CBS	14.6/24
27.	Tuesday Movies	CBS	14.6/23
28.	Head of the Class	ABC	14.5/24
29.	20/20	ABC	14.4/25
29.	Highway to Heaven	NBC	14.4/24
31.	Bronx Zoo	NBC	14.3/24
32.	Sweet Surrender	NBC	14.1/29
33.	Hunter	NBC	13.8/27
33.	MacGyver	ABC	13.8/22
35.	Miami Vice	NBC	13.5/24
36.	Stingray	NBC	13.3/23
37.	Spenser: For Hire	ABC	13.1/20
38.	Facts of Life	NBC	13.0/28
39.	Table for Five	CBS	12.7/22
40.	Doubletake, pt. 1	CBS	12.5/21
41.	Rags to Riches	NBC	12.3/22
42.	Saturday Movie	CBS	11.8/23
43.	Charlie Brown Special	CBS	11.5/18
44.	Friday Night Movie	ABC	11.2/20
45.	Sunday Night Movie	ABC	10.9/20
46.	Andy Williams Special	NBC	10.8/21
47.	Max Headroom	ABC	10.6/18
48.	Spenser: For Hire	ABC	10.5/20
49.	Charmings	ABC	10.4/21
49.	West 57th	CBS	10.4/17
51.	Mariah	ABC	10.1/17
51.	My Sister Sam	CBS	10.1/16
53.	Ohara	ABC	9.4/18
54.	Our House	NBC	9.0/19
54.	Popcorn Kid	CBS	9.0/17
54.	Mike Hammer	CBS	9.0/15
57.	Wizard	CBS	8.5/15
58.	Starman	ABC	8.3/18
59.	Outlaws	CBS	8.1/17
59.	Nothing is Easy	CBS	8.1/16
61.	Spies	CBS	7.5/12
62.	Jack & Mike	ABC	7.4/13
63.	Our World	ABC	6.2/11

*indicates premiere episode

of Beasley Broadcasting, Goldsboro, N.C.-based group of seven AM's and 12 FM's. Buyer has interest in WMKX-FM Brookville, Pa. Filed March 31.

■ WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 khz; 1 kw-U; FM: 99.9 mhz; 100 kw; HAAT: 452 ft.)—Seeks assignment of license from Waco Radio Inc. to Sage Waco Inc. for $600,000. Seller is owned by Harris Enterprises and Robert Weathers. Harris owns WJOL(AM)-WLLI(FM) Joliet, Ill.; KTOP(AM)-KDVV(FM) Topeka, and KIUL(AM)-KWKR(FM) Garden City, both Kansas; KGRI-AM-FM Grand Island, Neb., and KBUR(AM)-KGRS(FM) Burlington, Iowa. Weathers has no other broadcast interests. Buyer is subsidiary of Sage Communications, principally owned by Leonard I. Fassler and Gerald A. Poch. Based in Stamford, Conn., it owns seven AM's and seven FM's. Filed April 13.

New Stations

New FM's

■ Florence, Ala.—Clarence T. Barinowski seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of WLPE(FM) Augusta, Ga. Filed March 31.

■ San Jacinto, Calif.—Collins Radio Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 238 ft. Address: 8 Blueridge, Irvine, Calif. 92720. Principal is owned by Bruce Collins and his wife, Nancy. It has no other broadcast interests. Filed March 31.

■ Poughkeepsie, N.Y.—Harvest Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 62 ft. Address: P.O. Box 105FM, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who also owns KTIJ(FM) Elk City and KTTL(FM) Alva, both Oklahoma. Filed March 31.

Facilities Changes

Applications

AM's

Tendered

■ KZOI (1360 khz) Johnstown, Colo.—Seeks MP to change hours of operation to unlimited by adding night ser-

Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Numbers Speak Louder Than Words.

KOA/KOAQ(FM) Denver, CO	**$24,000,000**
KLOK(FM) San Francisco, CA	**$15,000,000**
KXKW/KSMB(FM) Lafayette, LA	**$6,400,000**
KXTR(FM) Kansas City, MI	**$5,750,000**
WPET/WKSI(FM) Greensboro, NC	**$5,600,000**
KRLB-AM/FM Lubbock, TX	**$3,575,000**
WRGI(FM) Naples, FL	**$3,300,000**

Some sales subject to FCC approval.

CHAPMAN ASSOCIATES
nationwide media brokers

Chapman Means Business.